



Microsoft®

Windows.net™

Server Family

Windows[®] Server Strategy and Vision

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What We're Going to Cover

- **State of the business**
- **Trends changing the landscape**
- **How we view our customers**
- **Windows .NET Server strategy**
- **How we think of Linux, IBM, & Sun**
- **The opportunity for you**

State of the Business

- **We're doing well in a 'difficult' market**
 - **Unit growth**
 - **Revenue growth**
 - **Share growth**
- **The market is reacting to our vision**
- **There is much more opportunity**
 - **Server Operating Systems: \$6 billion**
 - **IT Spending: \$152.5 billion**
- **Competitors are knocking at the door**
- **Winning = Understanding the customer**

The Changing Web Landscape

VALUE

Browse



Publish

**Find Information
on the Web**

Transact



Share

**Integrate the Web
with Business
Systems**

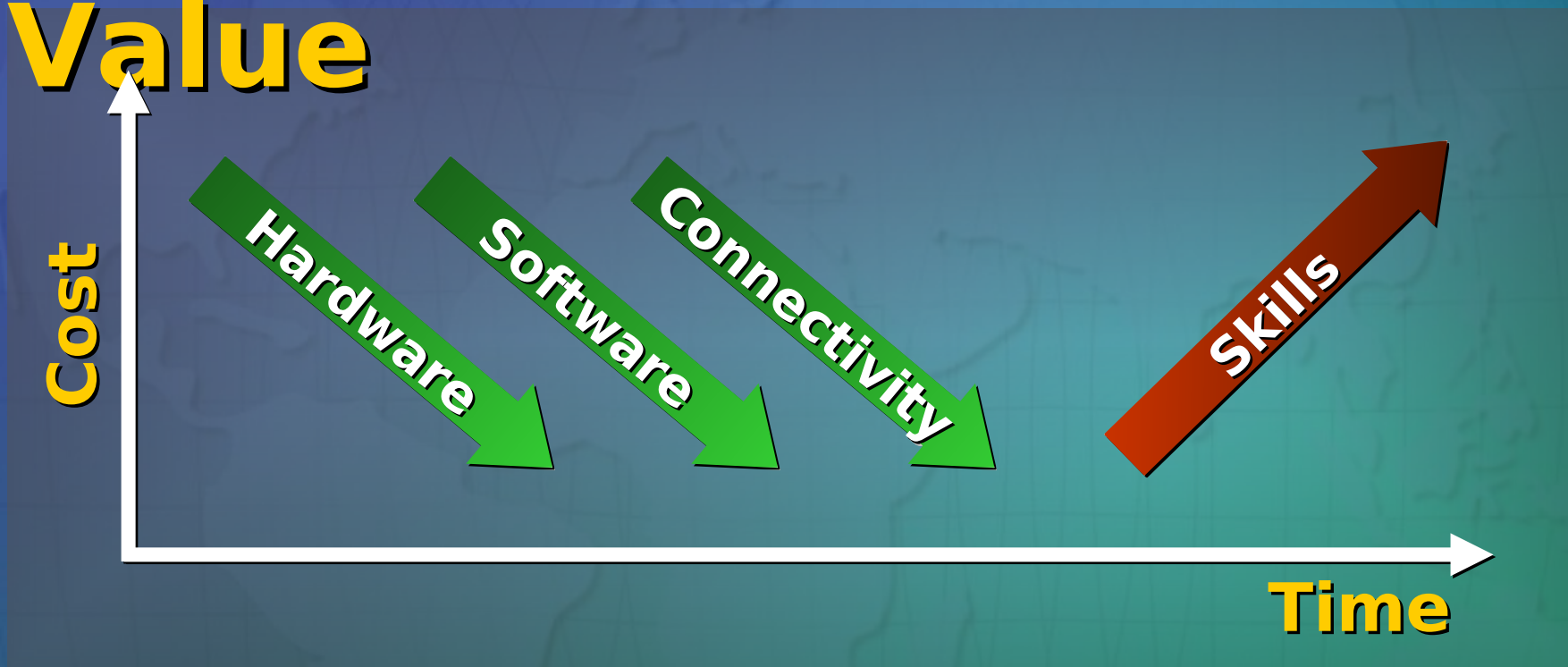
Web Services



Collaborate

**Web experiences that
span traditional
boundaries**

Sources of Customer Value



- Differentiators to customers:
 - Lower cost of deployment & management
 - Reduced application development complexity
 - Ease of application integration

The Most Comprehensive XML Web Services Platform



Windows .NET Server Vision

**Windows Servers provide the
foundation for connecting
people, technologies and
businesses**



**A platform for effortlessly
developing, deploying and
operating applications & services
that federate seamlessly and scale
without limits**

Customer Characteristics

Key Influencer What They Want from Microsoft

**IT
Professional**

- Deploys securely by default; easy to keep secure
- Easy to deploy and manage many servers
- 99.999% availability (5 minutes down/year)
- Cloud-ready, multi-tenant, integrate-able

Developer

- Enable developers to do more with less code
- Platforms that simplify deployment and support

**Knowledge
Worker BDM**

- Protects automatically from viruses and hackers
- Self-optimizing and self-healing
- Solutions that help them create business value

Managed versus Unmanaged

Server Roles & Technologies

Key Influencers Server Roles

The Bets

Key Technologies

IT
Professiona
l

IT
Infrastructur
e

- Distributed Infrastructure
- Manageable
- Federated

- Active Directory®
- Security Services
- Networking

Developer

Application
Server

- Web Services
- Integration
- C#

- .NET Framework
- COM+/SOAP
- IIS

Knowledge
Worker
BDM

Knowledge
Worker
Infrastructur
e

- Collaboration
- Communication

- ASP.NET
- File & Print
- Media Services
- SharePoint™
- RTC Services

Windows .NET Server - IT Pro

The Most Comprehensive Integrated

Infrastructure Windows .NET Server Improvements

Dependable

- The most scalable, reliable Windows Server yet
- Trustworthy - secure out of the box
- Auto Update to simplify software updates
- Key features easier to use, deploy & manage

Improves Productivity

- Helps users protect themselves from data loss
- Improved 'server role-centric' setup wizards
- Integrated RAS, VPN & wireless networking

Connected

- Integration of Passport and Active Directory
- Simplified extranet deployment & management

Windows .NET Server - Developer

Best Application Server for Next Generation Web Services

Theme

Windows .NET Server Improvements

Dependable

- Transparent application failure recovery
- Health monitoring & crash protection built in
- Enables applications to be more secure
- Build better applications with less

Improves Productivity

- people
- Enables developers to focus on business logic
- Makes it easy to develop in multiple
- languages enabled for ease of

Connected

- integration
- Connects with a wide range of client devices
- One programming model for clients, servers & services

Windows .NET Server - K/W BDM

Best Server for Knowledge Worker Productivity and Collaboration

Windows .NET Server Improvements

Dependable

- Protects users automatically from data loss
- Reduces vulnerabilities due to security attacks
- Provides high availability to business data

Improves Productivity

- Improves the way that teams share information and collaborate
- Makes it easier for users to find information

Connected

- Enables secure real-time communication inside and outside the corporation
- Improves the ability of users to work remotely
- Broadens reach via integrated media services

The Windows Server Roadmap

Windows 2000 Server

- IT Professional excitement
- Deliver distributed computing fabric
- Establish enterprise credibility

Windows .NET Server

- Developer excitement
- Revolutionize the application platform
- Continue to build enterprise credibility

Longhorn Server

- Knowledge worker excitement: Better Together
- Revolutionize collaboration via storage & media
- Full federation (.NET Services & Windows infra)

Each release must improve on the fundamentals: reliability, security, manageability, interoperability, scalability, simplicity

Competition

Competitor

How They Compete

Microsoft Strategy



- Imitation vs innovation
- 'Good enough'
- Strong community

- Breakout innovation
- Best economics
- Flexible participation



- Riding the Linux wave
- Focus revenue generation on middleware
- Deliver via services

- Win against Linux
- Volume and value
- Win developers to .NET



- Focus on scale up
- 'Halo' from Java & J2EE
- Retrench to key vertical [customers]

- PC economics
- Win developers to .NET
- Drive migration

Vital Partners: You

Partner

Microsoft Provides

Developers

- A vision with developers at the center
- Fastest time to market with the richest solution
- An engagement track record

VAR/VAP

- Cost effective, customizable solution stack
- Platforms that enables service revenue stream
- Lower cost of customer management

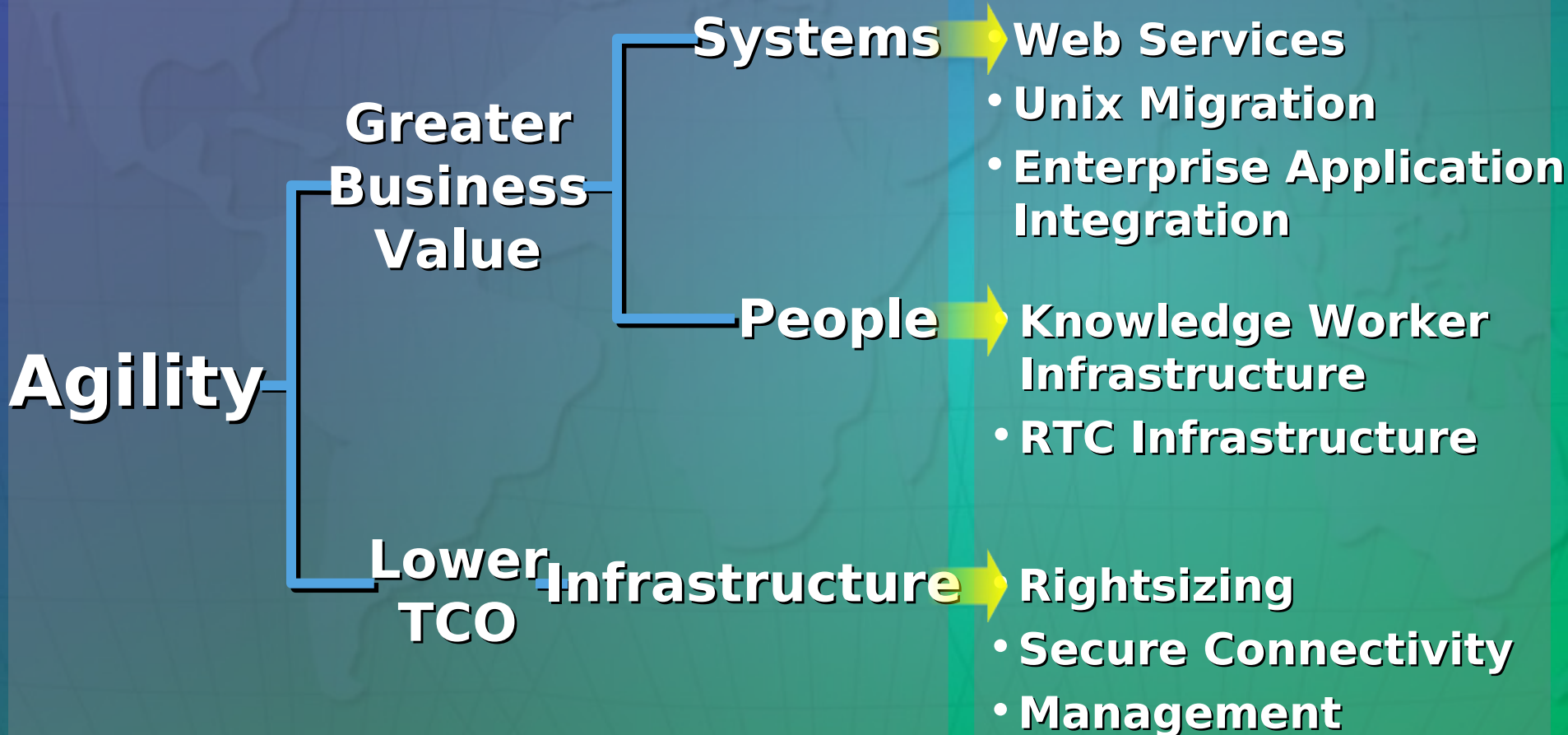
Global System Integrators

- Ability to approach customers hand in hand
- Strong, ongoing relationships
- Help with differentiating offerings

Mapping to Key Initiatives

Customer Value Framework

Server Initiatives



The Bottom Line

- **Server volume leader with strong momentum**
- **Clear vision with strong investment**
- **There is no better partner for helping you to win**

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